Towards the Development of Attractive Rural Areas - Realization of “Coming Back to Rural Areas” Where People Go Back and Forth Between Urban and Rural Areas -

**Enhancement of Connection With Urban Residents**

- **Ties between urban and rural areas**
  Active exchanges between urban and rural areas that would not end as a transient boom.

- **Expansion of options for various lifestyles**
  Promoting migration or settlement in rural areas or living in both urban and rural areas or coming back to rural areas by offering a lot of information on the jobs and life in the region.

**Strengthening of the Ties Between Communities**

- **Concentration of functions in the base and enhancement of network**
  Concentrating the bases for providing life services such as clinics and welfare facilities in key areas and forming a “base + network” where the key community is connected with the surrounding area.

- **Measures that support regional life**
  Private organizations, etc. are supporting aging farmers and complementing the community functions which have been assumed by the community.

**Creation of Jobs in Rural Areas**

- **Building of a network for “economic circulation in the region”**
  Reinvesting the values that have been flowing out from the region in the region by discovering non-conventional feed resources buried in the region.

- **Active participation of social enterprises (social business)**
  Contributing to the revitalization of the local community by working on the solution of local challenges led by the private sector while running a small business by utilizing resources in rural areas.

- **Active participation of female actors and people with societal experience**
  Contributing to the development of local economies by reinforcing the abilities lacking in rural areas such as marketing and accounting work.

*This is a conceptual diagram of an attractive rural area, and various arrangements can be made according to the characteristics of each region.*